

JUL 02 2007

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Pages:	Cover + 1 + 16 = 18	Date:	July 2, 2007
From:	Georgann S. Grunebach Assistant General Counsel	Fax:	(310) 964-0941
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A handwritten signature in black ink, appearing to be 'G. Grunebach', written over a horizontal line.

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Attention: Commissioner for Patents

Attorney Docket No. PD-990193

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03-22-2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED MAY 1, 2007 (16 pages)

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PTO/SB/21 (04-07)

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	08/532,755	
	Filing Date	March 22, 2000	
	First Named Inventor	Craig A. Finseth	
	Art Unit	2623	
	Examiner Name	SHELEHEDA, James R.	
Total Number of Pages in This Submission	17	Attorney Docket Number	PD-690193

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm Name	The DIRECTV Group, Inc.	
Signature		
Printed name	Georgann S. Grunebach	
Date	July 2, 2007	Reg. No. 33,179

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Signature	
Typed or printed name	Georgann S. Grunebach
Date	July 2, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**PD-990193****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants:

**Finseth et al.**

Serial No.: 09/532,755

For: "Method and Apparatus for  
Transmission, Receipt and Display of  
Advertisements"

Filed: March 22, 2000


Group Art Unit: 2623

Examiner: James Sheleheda

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July 2, 2007

  
Georgann Grunebach  
Registration No. 33,179  
Attorney for Applicants**RESPONSE TO THE OFFICE ACTION DATED MAY 1, 2007**Mail Stop AF  
Commissioner for Patents  
P. O. Box  
Alexandria VA 22313-1450

Sir:

In response to the official action dated May 1, 2007, please consider the following  
remarks:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 15 of this paper.